At Last JOHN GARFIELD

GETS WHAT'S COMING TO HIM!

That's BRENDA MARSHALL

AND NOT BAD, EITHER!

with MARJORIE RAMBEAU

IN "EAST OF THE RIVER"

...New York's "other side of the tracks"

GEORGE TOBIAS · WM. LUNDIGAN

A WARNER BROS.-First National Picture

Directed by Alfred E. Green

Screen Play by Fred Niblo, Jr.

From the Original Story by John Fante and Ross B. Wills

Mat 302—9½ inches x 3 columns (402 lines)—45c

THIS AD ALSO AVAILABLE IN 2-COLUMN SIZE

Mat 204—6¼ inches x 2 columns (174 lines)—30c

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At last
JOHN
GARFIELD
gets what's coming to him!
That's
BRENDA
MARSHALL
And not bad, either!
With
MARJORIE
RAMBEAU
as Sweetheart No. 2
in "EAST OF THE RIVER"
MR. SMART GUY and the Sea Hawk's girl friend...in that strange part of New York that strangers don't see!
GEORGE TOBIAS • WM. LUNDIGAN
A WARNER BROS.-First National Picture
Directed by Alfred E. Green
Screen Play by Fred Niblo, Jr.
From the Original Story by John Fante and Ross B. Wills

Mat 112

7½ inches (103 lines)—15c

They Don't Come Any Tougher ...Or More Reckless!
JOHN
GARFIELD
They Don't Come Lovelier ...Or More Dangerous!
BRENDA
MARSHALL
They Don't Come Any Grander...Or Wiser!
MARJORIE
RAMBEAU
They Don't Come Any Bigger.. Or More Thrilling
Than "EAST OF THE RIVER"
...New York's "other side of the tracks"
GEO. TOBIAS
WM. LUNDIGAN
DIRECTED BY
ALFRED E. GREEN
A WARNER BROS.-
FIRST NATIONAL PICTURE
Screen Play by Fred Niblo, Jr.
From the Original Story by John Fante and Ross B. Wills

Mat 208—12 inches x 2 columns (336 lines)—30c

"WE KNOW ALL THE RIGHT PEOPLE IN THE WRONG PART OF TOWN!"
THIS IS JOE
a smart guy who knows how to live ...without working!
THIS IS LAURIE
a smart dame who knows how to love without heartbreak!
JOHN GARFIELD
BRENDA MARSHALL
MARJORIE RAMBEAU
EAST OF THE RIVER
...New York's "other side of the tracks"
With GEORGE TOBIAS
WM. LUNDIGAN
A WARNER BROS. FIRST NATIONAL PICTURE
Directed by Alfred E. Green
Screen Play by Fred Niblo, Jr. • From the Original Story by John Fante and Ross B. Wills

Mat 303—10 inches x 3 columns (420 lines)—45c

At last JOHN GARFIELD
Gets what's coming to him!
Thats BRENDA MARSHALL
And not bad, either!
MARJORIE RAMBEAU
"EAST OF THE RIVER"
GEORGE TOBIAS • WILLIAM LUNDIGAN • Directed by Alfred E. Green • A WARNER BROS.-First Nat'l Picture
Screen Play by Fred Niblo, Jr.
From the Original Story by John Fante and Ross B. Wills

Mat 111

3¼ inches (45 lines)—15c

JOHN GARFIELD
BRENDA MARSHALL
MARJORIE RAMBEAU
SMART ENOUGH TO KNOW WHAT THEY WANT...TOUGH ENOUGH TO TAKE IT!
"EAST OF THE RIVER"
GEORGE TOBIAS • WILLIAM LUNDIGAN • A WARNER BROS.- First National Picture
Directed by Alfred E. Green • From the Original Story by John Fante and Ross B. Wills
Screen Play by Fred Niblo, Jr.

Mat 206—2¼ inches x 2 columns (64 lines)—30c

"EVERY GUY HAS TWO GIRLS... EAST OF THE RIVER!"
JOHN GARFIELD
BRENDA MARSHALL
MARJORIE RAMBEAU
WARNER BROS.' Dramatic Smash
"EAST OF THE RIVER"
...The wrong side of the sidewalks of New York!
Screen Play by Fred Niblo, Jr. • From the Original Story by John Fante and Ross B. Wills
GEO. TOBIAS
WM. LUNDIGAN
DIRECTED BY ALFRED E. GREEN
A WARNER BROS.- First National Picture
"One of mine is Laurie who knows all the answers and the questions! A little tough, maybe, but she has to be ...East of the River!"
But the other's really my sweetheart ...and everyone else's too! That is, everyone who's in a jam!
And that's everyone...East of the River!

Mat 301—6½ inches x 3 columns (270 lines)—45c

JOHN GARFIELD
BRENDA MARSHALL
MARJORIE RAMBEAU
"WE KNOW ALL THE RIGHT PEOPLE IN THE WRONG PART OF TOWN!"
"EAST OF THE RIVER"
GEORGE TOBIAS • WILLIAM LUNDIGAN
A WARNER BROS.-First National Picture
Directed by ALFRED E. GREEN
Screen Play by Fred Niblo, Jr. • • From the Original Story by John Fante and Ross B. Wills

Mat 109

4¾ inches (64 lines)—15c

"SOMEBODY'S ALWAYS OUT TO GET YOU —OR YOUR DAME— EAST OF THE RIVER!"
JOHN GARFIELD
BRENDA MARSHALL
MARJORIE RAMBEAU
EAST OF THE RIVER
...New York's "other side of the tracks"
GEORGE TOBIAS
WM. LUNDIGAN
A WARNER BROS. FIRST NATIONAL PICTURE
Directed by Alfred E. Green
Screen Play by Fred Niblo, Jr. • From the Original Story by John Fante and Ross B. Wills

Mat 203—5 inches x 2 columns (138 lines)—30c

JOHN GARFIELD
BRENDA MARSHALL
MARJORIE RAMBEAU
Smart enough to know what they want... Tough enough to take it!
"EAST OF THE RIVER"
WARNER BROS.' Dramatic Smash
GEORGE TOBIAS • WILLIAM LUNDIGAN
A WARNER BROS.-First National Picture
Directed by ALFRED E. GREEN
Screen Play by Fred Niblo, Jr. • From the Original Story by John Fante and Ross B. Wills

Mat 110

4½ inches (63 lines)—15c

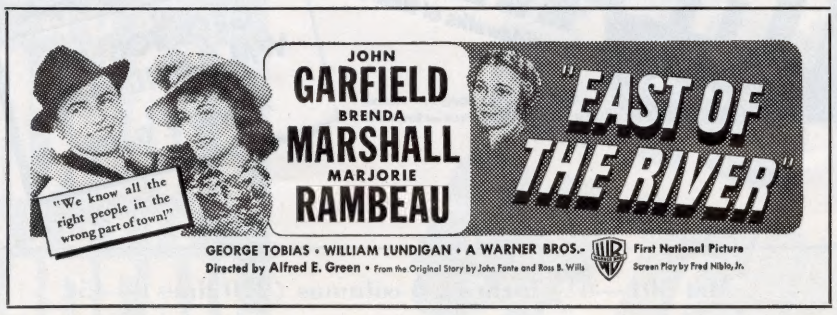
JOHN
GARFIELD · MARSHALL
BRENDA
MARJORIE
RAMBEAU
THEY MADE JUST ONE MISTAKE...
They Fell In Love!
THEY were a smart team with a smart racket! Then it happened..just as it might to any boy and girl in that strange part of New York that's
"EAST OF THE RIVER"
GEORGE TOBIAS • WILLIAM LUNDIGAN • Directed by Alfred E. Green • A WARNER BROS.-First Nat'l Picture
Screen Play by Fred Niblo, Jr.
From the Original Story by John Fante and Ross B. Wills

Mat 113

5½ inches (76 lines)—15c

SMART ENOUGH TO KNOW WHAT THEY WANT...
TOUGH ENOUGH TO TAKE IT!
JOHN
GARFIELD
BRENDA
MARSHALL
MARJORIE
RAMBEAU
"EAST OF THE RIVER"
GEORGE TOBIAS · WM. LUNDIGAN
A WARNER BROS.- First National Picture • • Directed by Alfred E. Green
Screen Play by Fred Niblo, Jr. · From the Original Story by John Fante and Ross B. Wills

Mat 205—4¼ inches x 2 columns (120 lines)—30c


"We know all the right people in the wrong part of town!"
JOHN
GARFIELD
BRENDA
MARSHALL
MARJORIE
RAMBEAU
"EAST OF THE RIVER"
GEORGE TOBIAS • WILLIAM LUNDIGAN • A WARNER BROS.-
First National Picture
Directed by Alfred E. Green • From the Original Story by John Fante and Ross B. Wills
Screen Play by Fred Niblo, Jr.

Mat 207—1¼ inches x 2 columns (36 lines)—30c

Two Ads on One Mat

That strange part of New York that strangers don't see!
JOHN
GARFIELD
BRENDA
MARSHALL
MARJORIE
RAMBEAU
EAST OF THE RIVER
GEORGE TOBIAS • WILLIAM LUNDIGAN • Directed by Alfred E. Green • A WARNER BROS.-First Nat'l Picture
Screen Play by Fred Niblo, Jr.
From the Original Story by John Fante and Ross B. Wills
JOHN
GARFIELD
BRENDA
MARSHALL
MARJORIE
RAMBEAU
"EAST OF THE RIVER"
GEORGE TOBIAS • WM. LUNDIGAN
A WARNER BROS.-First National Picture
Directed by Alfred E. Green
Screen Play by Fred Niblo, Jr. • From the Original Story by John Fante and Ross B. Wills

Mat 108—15c

SELLS ALL THE ANGLES — WARNER BROS. TRAILER — RIGHT FROM YOUR SCREEN

Selected Vitaphone Shorts

ELSA MAXWELL BLUE RIBBON COMEDY offers "Riding Into Society," a fast moving comedy with a cast featuring Lionel Pape, Mary Forbes and Billy Bevan. 6101—Elsa Maxwell Blue Ribbon Comedy—19 minutes.

MERRY MELODIES swings to a "Malibu Beach Party," attended by movie stars in caricature and packed with laughs. 6701—Merrie Melodies—7 minutes.

SPORTS PARADE "Football Highlights" shows how Knute Rockne himself coached his teams to victory. It graphically describes modern football technique, and is timely for the football season. We know this short scores big, because we've seen the audience reaction. 6301—Sports Parade—10 minutes.

MELODY MASTER features Matty Malneck and his marvelous music in something unusual in band shorts, rhythm and movement. 6501—Melody Master—10 minutes.

LOONEY TUNES flashes through "Calling Dr. Porky," with a bucketful of laughs when Dr. Porky prescribes for a patient suffering from a bad case of "pink elephants before the eyes." 6601—Looney Tunes—7 minutes.

There Should Be a Patriotic Short On Every Program . . . Book Warners!

Official Billing

WARNER BROS. 40%

Pictures, Inc. Presents 5%

JOHN GARFIELD BRENDA MARSHALL MARJORIE RAMBEAU 100%

in

"EAST OF THE RIVER" 100%

with

GEORGE TOBIAS — WILLIAM LUNDIGAN 20%

Directed by ALFRED E. GREEN 15%

Screen Play by Fred Niblo, Jr. 3%

From the Original Story by John Fante and Ross B. Wills 2%

A Warner Bros.-First National Picture 5%

Mat 201—30c

HOMESPUN DRAMA in Mama Raviola's restaurant is played by John Garfield, Brenda Marshall, Marjorie Rambeau and George Tobias in Warners' "East of the River," coming to the Strand Theatre Friday.

(*Lead*)

"East of the River" Has Good Cast and Gripping Story—At Strand Friday

A moving drama of life in New York's lower East Side, is Warner Bros.' "East of the River," starring John Garfield, Brenda Marshall and Marjorie Rambeau, which opens at the Strand Theatre next Friday.

The talented cast was particularly well chosen for the drama's colorful roles. There's John Garfield in the role of an East Side tough. John well remembers his own youth in just that neighborhood. There's Brenda Marshall, young and lovely screen newcomer in her fourth film. There's Marjorie Rambeau, whose years of Broadway and Hollywood have made her name stand for the best in character acting.

Opening on the pushcart section of New York, the story tells of Mama Raviola, played by Miss Rambeau, who works hard in her restaurant to raise her son Joie, Garfield's role, and an adopted boy, Nickie, portrayed by William Lundigan.

Nickie graduates college with respectability and scholastic honors. Joie comes home for the event as he gets out of San Quentin with his girl friend, Laurie, played by Brenda Marshall, a girl made tough by a series of bad breaks. The warmth and homeliness Mama gives her has a deep effect, and the two develop a warm friendship.

When Joie gets into another scrape and wants Laurie to go away with him again, she refuses, and he goes to Mexico alone. She and Nickie fall in love and at the engagement reception, Joie shows up again. He threatens to expose her past to Mama and Nickie.

But Mama hears of it, goes on a rampage and slaps some sense into her son. Joie promises to square things. He holds off the mob out to get him until Nickie and Laurie are safely married, then starts a street riot, in which the hoodlums are captured. All ends happily as Joie pulls out with a mere 60 days for disturbing the peace.

The talented supporting cast includes George Tobias, Jack La Rue, Moroni Olsen and Russell Hicks. Alfred Green directed the Fred Niblo, Jr. screen play, adapted from a John Fante and Ross Wills original story.

CAST . . .

Joe Lorenzo	JOHN GARFIELD
Laurie Romayne	BRENDA MARSHALL
Teresa Lorenzo	MARJORIE RAMBEAU
Tony	George Tobias
Nick Lorenzo	William Lundigan
Judge Davis	Moroni Olsen
Cy Turner	Douglas Fowley
Scarfi	Jack LaRue
"No Neck" Griswold	Jack Carr
Balmy	Paul Guilfoyle
Warden	Russell Hicks
Customer	Charley Foy
Henchman	Ralph Volkie
Henchman	Jimmy O'Gatty
Patrolman Shanahan	Robert Homans
Joe (As a Boy)	Joe Conti
Nick (As a Boy)	O'Neill Nolan

PRODUCTION . . .

Directed by ALFRED E. GREEN

Screen Play by Fred Niblo, Jr.; From the Original Story by John Fante and Ross B. Wills; Associate Producer, Harlan Thompson; Director of Photography, Sid Hickox, A.S.C.; Art Director, Hugh Reticker; Dialogue Director, Hugh MacMullan; Film Editor, Thomas Pratt; Sound by Stanley Jones; Technical Advisor, Marie Jenardi; Gowns by Howard Shoup; Makeup Artist, Perc Westmore.

STORY (Not for Publication) . . .

Mama Raviola (Marjorie Rambeau) is a voluble Italian restauranteur in New York's Italian East Side sector, and she has her hands full rearing her son Joie (John Garfield) and an adopted boy Nickie (William Lundigan). The boys are raised on the streets through a maze of crap games, fruit filching and cop baiting. At 25, Nickie graduates from engineering school and Joie is released from San Quentin. His moll Laurie (Brenda Marshall) is hard, tough, but faithful. The two head East for Nickie's graduation and are warmly welcomed by Mama and the good-hearted head waiter Tony (George Tobias). Mama accepts Laurie as Joie's fiancee and a strong affection grows between the two. Then Joie gets into trouble with the "mob," so it's to the road again, this time Mexico. Laurie refuses to go with him, says she's tired of rackets. Nickie and she fall in love, and in the midst of their engagement party Joie returns. He threatens to expose Laurie's past to Mama and Nickie if she doesn't return to him. Mama hears of this, then slaps some sense into Joie, who promises to square things. The mob shows up, but Joie holds them off until Laurie and Nickie are married.

"East of the River" To Show at Strand Starting Friday

John Garfield is starred as the tough guy who wants to "live" without working in Warner Bros.' "East of the River," which opens at the Strand Theatre next Friday. The story of New York's tough neighborhoods also features such prominent players as Brenda Marshall, Marjorie Rambeau, William Lundigan and George Tobias.

The impelling drama revolves around John Garfield, East Side tough, and his foster brother, an aesthetic boy in spite of his environment, and Mama Raviola, whose strong hand straightens out the complications that set in their lives.

The fast action of the drama follows Garfield to California, where he falls in love with Miss Marshall—then to San Quentin—then back to New York with his girl. When Garfield gets into another scrape, Brenda is through with him and falls in love with his foster brother, Lundigan. This doesn't set so well with John who tries to split them.

Mama steps in and in a dramatic scene slaps more sense into the boy than his twenty-odd years have given him. He puts himself on the gangsters' spot to stay in town to see Brenda and Bill married.

Star Couldn't Get Copy of Movie Dress

Pity the poor movie star who can't wear the clothes she likes, even away from the studio.

This was the difficulty facing Brenda Marshall now starring in Warners' "East of the River," opening at the Strand on Friday, while the picture was being filmed.

Mat 102—15c

Brenda Marshall

In the picture she wears a gray wool jersey dress, which she liked so much that she asked to have it copied for her own personal use. The production department gave her an emphatic "No."

The reason? Because Brenda is a target for cameras wherever she goes and the dress might be copied by fashion bootleggers immediately. It would no longer be a new style by the time the picture was released!

"East of the River" Powerful Film Fare

An action drama of life in the New York slums is Warner Bros.' "East of the River," thrilling film starring John Garfield, Brenda Marshall, Marjorie Rambeau, George Tobias and William Lundigan, which opens at the Strand Theatre next Friday.

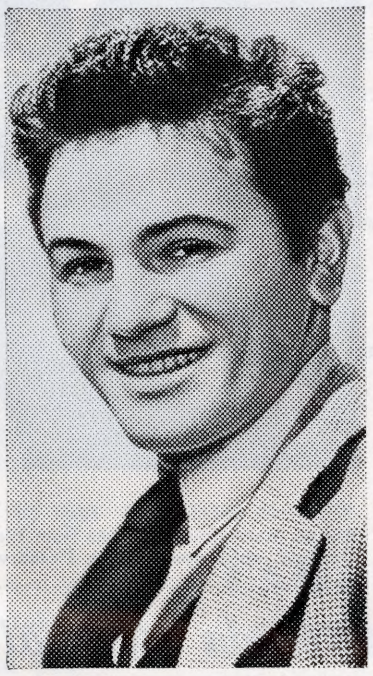
The fast-paced film tells the story of Mama Raviola's attempts to raise two boys in the hard-bitten lower East Side of New York. One turns out a hoodlum, the other an honorable student. When they fall in love with the same girl, it takes Mama Raviola to straighten things out.

Star Far From Home

Brenda Marshall has not returned to her home on the Island of Negros, Philippines, since she left for school in Texas at the age of 14. Her father operates an enormous sugar cane plantation. Her current film is Warners' "East of the River," opening at the Strand on Friday.

John Garfield Sets Tempo For Dramatic New Film

John Garfield, whose name is synonymous with "tough," was shedding real tears. Marjorie Rambeau stormed at him,



Mat 103—15c

JOHN GARFIELD

slapped him, kissed him, and wept. Both players faced each other trembling, intense, honestly weeping.

This was on the set of Warner Bros.' "East of the River," which opens at the Strand Theatre on Friday, as the picture turned toward its close. Rambeau and Garfield are mother and son, and son is a crook. Their meeting now, in a cheap hotel bedroom, is the crux of the story.

They didn't know how it began or what happened. Simply, they forgot everything else and were swept up by the scene itself. Both were shaken and weeping tears long before it was over.

Director Green called "cut" so softly he was scarcely heard. Cast and crew broke into a chatter of inconsequential talk relieving the tension.

"I want to say something," Marjorie Rambeau said. "And I don't know what I want to say. It's about this boy—John Garfield. I've been on the stage a long time, and on the screen too and so of course I've played some big scenes. But I didn't know it could happen in pictures—like that. I never before knew an actor who could make me 'give' like John Garfield."

Film's Setting Not New for John Garfield

Every scene in "East of the River," his new starring picture, will be intimately familiar to John Garfield.

The chief action of the picture takes place in Little Italy, New York, lower East Side.

Mat 105—15c

John Garfield

"I lived there for ten years before Angelo Patri rescued me," said Garfield. "Looking at these sets makes me a little homesick.

"There's a banana wagon, just like the one we used to steal fruit from. And the clothes lines from tenement windows. I see we're going to have lots of shots in an Italian restaurant. I used to eat in one just like it. Maybe I still owe 'em money."

Garfield was sentimental and reminiscent about his old home. It is "home town" to him.

Gambler in Films Only

John Garfield, who will win a large blackjack pot in a scene in "East of the River," will be really acting when he does it. He is known as the most atrocious poker player ever fleeced on Broadway. The Warner film opens on Friday at the Strand Theatre.

Cast of Strand Film in Demand

A unique record in popularity was set by members of the cast of Warner Bros.' "East of the River," starring John Garfield, Brenda Marshall and Marjorie Rambeau, which opens on Friday at the Strand Theatre.

During production, every member of the company, including the director, was wanted at once for another picture, was sought by another studio, or carried a double load by working in two pictures at the same time.

George Raft insisted on having Alfred E. Green direct his forthcoming picture, "East of Suez," but "East of the River" was considered too important to release Green before completion.

Brenda Marshall was being sought on a loan-out by Paramount, and may go there to star with Bill Holden for a one-picture deal.

John Garfield is slated for "The Fabulous Thirties" as soon as he completes "East of the River" and is also being paged by Broadway again.

Bill Lundigan is doubling in brass, appearing as John Garfield's brother in "River" and Olivia deHavilland's in "Santa Fe Trail."

George Tobias, who made his hit in "Torrid Zone," is wanted by every Warner director who has a new picture coming up.

Film Dramatizes N. Y. East Side Wedding

The bride arrived accompanied by three gangsters and John Garfield with a gun in his ribs.

Thus began the season's most elaborate wedding scene in Hollywood. It took place on Tenement Street at Warner Bros. in the picture "East of the River," which opens on Friday at the Strand, and it showed New York's lower East Side, Italian sector, in matrimonial celebration, complete with flouncing bridesmaids, ushers in uncomfortable collars, laundry wagons, 200 dress extras, including shrieking children, Marjorie Rambeau in 40 yards of silk and taffeta, 20 rattling pushcarts and Brenda Marshall as the beautiful but confused bride.

Two friendly Irish cops strolled by, wishing the bride luck and Garfield made a lunge. He smacked a cop on the jaw, a whale of a smack. The result was the shrill of police whistles, the double tattoo of night stick on pavement, hysterical yells in Italian, a shriek from the bride.

It was a beautiful wedding. The bride looked wonderful, and the mother-in-law, Marjorie Rambeau, weeped copiously.

Old-Timer in New Film

Marjorie Rambeau, who played Tugboat Annie as an Irish woman in her recent Warner Bros. picture, is cast as an Italian, Mama Ravioli, in "East of the River." It is her first Italian character part in a quarter of a century but she required no coaching.

More Publicity on Next Page →

(Opening Day)

John Garfield in Exciting Drama At Strand Today

New York's slums provide the poignant setting for Warner Bros.' new dramatic film starring John Garfield, Brenda Marshall and Marjorie Rambeau, "East of the River," which opens at the Strand Theatre today.

Garfield plays Joie, the wastrel son of Mama Raviola, Italian restauranteur — Marjorie Rambeau's role. Mama's adopted son, Nickie, is played by William Lundigan, Brenda Marshall is Laurie, Garfield's girl friend with a shady past, and George Tobias is Mama's headwaiter.

The talented cast have important, strong roles enhanced by a Fred Niblo Jr. script, from an original story by John Fante and Ross Wills. Alfred E. Green, young director who is rapidly making himself heard from the Hollywood scene, handled the production.

The story is about Mama Raviola's attempts to raise her boys through all the hardships of life in a tough New York neighborhood. Nickie turns out wonderfully, graduating from engineering school cum laude, while Joie is released from San Quentin after a three year term, during which he was supposed to have been a successful orange grower in California.

With his hardened girl-friend, Laurie, the prodigal son returns. Mama accepts Laurie as Joie's fiancee, and a fine understanding between the two women grows to love. All is well until Joie gets into another scrape, then expects Laurie to run away with him again. But she has changed, and refuses.

Joie leaves alone, but when, shortly, Laurie and Nickie fall in love and announce their engagement, Joie returns to threaten Laurie into coming away with him. Mama hears of this, goes to his room and lets him have a wallop that sends him sprawling across the floor while she denounces him.

The exciting climax comes when Joie, remorseful, wanting to square things, gets Laurie and Nickie married while a gangster mob is waiting to get him.

Mat 202—30c

WEDDING BELLS RING "EAST OF THE RIVER" for William Lundigan and Brenda Marshall in this scene from Warners' "East of the River," starring John Garfield, which opens at the Strand on Friday.

Young Actor On Rise to Stardom

Bill Lundigan, who plays John Garfield's brother in Warners' "East of the River," which opens today at the Strand, and Olivia de Havilland's brother in "Santa Fe Trail," hopes he doesn't get confused. He thinks it would be awful if he socked Olivia and kissed Garfield. The handsome young player, has proven himself a capable actor since his first screen appearance in "Dodge City," is slated for a promising career by Warners.

Mat 104—15c

William Lundigan

Star Recalls Lean Days

Brenda Marshal, who became a New York working girl in Warners' "East of the River," which opens today at the Strand, ruled against the script which had her paying $10 a week room rent. She never paid more than five when she was struggling along there, she insisted. So five it is.

Brenda Marshall's New Role Will Bring Her Film Fame

Brenda Marshall is playing a "tough" girl for the first time in her screen career. Like Ida Lupino when she heard about that role in "The Light That Failed," Brenda raised her voice and demanded to be cast in Warner Bros.' "East of the River," which opens at the Strand Theatre today.

Mat 106—15c

BRENDA MARSHALL

There are, as she knows, two sure-fire ways for a young player to win quick acclaim. First is the always reliable dying act. The second way is to play tough.

It took pictures like "Of Human Bondage," "Marked Woman" and "Jezebel" to make Bette Davis a star. Barbara Stanwyck, now in Frank Capra's "Meet John Doe," struck her pace when she suffered in "Stella Dallas." Hard-bitten, suffering roles, also made stars of Merle Oberon, Katherine Hepburn, Helen Hayes and Ruth Chatterton. Hollywood oracles are now prophesying Brenda Marshall's name being added to this list.

Brenda's films have been four. She was the beautiful spy in "Espionage Agent," the pretty girl in "Money and the Woman," a lovely secretary in "The Man Who Talked Too Much" and Errol Flynn's luscious reward in "The Sea Hawk." These pictures proved she was beautiful and could act. But her best chance comes in "East of the River."

Her opening scene shows her waiting outside prison walls for the release of her boy friend, John Garfield. She has managed during his three year absence by means not condoned as strictly ethical. One of these was kiting checks in Reno. She is wanted for forgery.

Brenda feels confident, because she knows full well that the way to get along in Hollywood is to be tough.

Movie Veteran Directs Strand Film

Alfred Green, who directed pictures in Chicago during the wild and joyful days of the Essanay boys, handled Warner Bros.' "East of the River" with John Garfield, Brenda Marshall, Marjorie Rambeau, George Tobias and Bill Lundigan, which opens at the Strand today. It is a serious picture, requiring hard and concentrated work. Green is soft-spoken, quiet on the set.

He has always been admired by his co-workers for the quiet thoroughness with which he tackles a motion picture production. It is probably his fine appreciation for art, for which he is known in Hollywood, that is responsible for the distinct personality he injects into his assignments.

From the series of George Arliss pictures he directed — "The Green Goddess," "Old English" and "Disraeli"—to his recent "Flowing Gold," this poignant quality has shown through.

John Garfield in New Action Role

John Garfield, the tough guy who never winced when slapped around by the hardest-fisted screen muggs in Hollywood, was knocked clean off his feet when Marjorie Rambeau swung at him in Warner Bros.' "East of the River," which opens today at the Strand.

Alfred Green, directing, wanted to fake the slap. He said it would photograph better, that sound could be dubbed in later. Garfield objected. The real thing was necessary, he insisted.

Miss Rambeau sided with Green, remembering the time years ago when she fetched up such a hefty stage slap that she scattered an actor's false teeth into the third row seats.

"I can take it," said Garfield.

He took it—smack on the left jaw. Caught off balance, he fell, sprawled on a bed, picked himself up rubbing a smarting face.

"Lady," he grinned, "that's the hardest lick I ever took. Next time we'll fake it."

(Review)

Wrong Side of Tracks Is Background for Gripping New Film at the Strand

The drama of life on the wrong side of New York Town is tellingly depicted in Warner Bros.' moving "East of the River," starring John Garfield, Brenda Marshall and Marjorie Rambeau, which opened at the Strand Theatre last night.

Fast moving and exciting, the story is woven around colorful characters of New York's tenement jungle which have been artfully cast with capable, well-suited players.

John Garfield, who himself hails from the same setting used in "East of the River," plays his role with sincerity. Brenda Marshall, lovely looking screen newcomer, proves her fine talent in a role different than any of the several in which she has already won praise. Veteran stage and screen star Marjorie Rambeau does a fine job as the Italian Mother. George Tobias turns in another comedy performance that is quickly bringing him to the attention of moviegoers. And William Lundigan is capable as Garfield's adopted brother.

These characters are thrown together in the story of Mama Raviola, big-hearted, voluble and Italian, whose restaurant is a center of Little Italy's life. It's no easy job for her to raise her boy, Joie, and a gamin she adopts, Nickie, in the tough neighborhood. Nickie overcomes obstacles and graduates from an engineering school cum laude, while Joie spends a few years at San Quentin.

With his hardened girl friend, Laurie, Joie returns for Nickie's graduation. Mama takes Laurie to her heart, accepting her as Joie's fiancee. But soon the wastrel is in another scrape and has to skip town. This time Laurie refuses to join him, claims she's through with that sort of life. After Joie has left, the girl and Nickie fall in love. But at the engagement party, Joie shows up again, threatening to expose her past to Mama and Nickie if she doesn't go away with him again.

Mama gets in on the set-up and takes things in her own hands, disowning Joie while she slaps him around the room. The boy is remorseful and determines to square things—a difficult accomplishment while a mob of gangsters are holding Laurie and are out to get him. But he holds them off till Nickie and Laurie are safely married.

The well-timed drama was written by Fred Niblo Jr. from a John Fante and Ross Wills original story. Alfred E. Green directed.

George Tobias Is Comedy Highlight of Strand Film

George Tobias plays the hungry headwaiter in "East of the River," the Warner Bros. film starring John Garfield, Brenda Marshall and Marjorie Rambeau, which opens at the Strand Theatre today.

In "Torrid Zone" he was a bandit, and hungry. In "They Drive by Night" he was a Greek. In "Saturday's Children" he was a New York goof. In "River's End" he was a Canuck. In "Calling All Husbands" he was a bum. In all of these pictures, he's been hungry.

Mat 101—15c

George Tobias

Tobias is always hungry — on screen and off. He's known to have the largest appetite in Hollywood. So when he first walked on the "East of the River" set his nose went up and his hands twitched, for the fragrance of ravioli and roast beef, gravy, apple pie and hot rolls, pervaded Stage 22.

He went into the scene, began slapping heaping gobs of potatoes on plates. He sliced great hunks of rosta bif.

"Hey, this is a restaurant," yelled Director Al Green. "That isn't for you."

George looked doleful, surreptitiously popped a bite of beef into his mouth.

The scene required a full day's shooting. George tended the gas stove, heaped the plates, dealt in gravies and potatoes, sauces and pies. He acted with enormous gusto, but he looked very sad between scenes.

Marjorie Rambeau Seen In Exciting Strand Film

Marjorie Rambeau, who recreated Tugboat Annie for Warner Bros., has been starred in Warners' "East of the River" with John Garfield and Brenda Marshall, which opens at the Strand Theatre today.

Miss Rambeau recently turned down an offer to return to Broadway in a revival of "Just Life," her last Broadway play. She said she was flattered, said she loved the stage —but thought she liked Hollywood better.

Mat 107—15c

Marjorie Rambeau

"It never pays to go back," said Miss Rambeau. I had eighteen years of Broadway, in the days when New York really was New York. It wouldn't be the same now—and I wouldn't be the same, either," the actress said.

"I don't think much of one farewell appearance after another. So — I had my day on Broadway and it was wonderful and everybody was grand to me. Let some of the younger ones have their day now."

Another reason for Miss Rambeau's enthusiasm for Hollywood is her new part in "East of the River." She plays Mama Raviola, which was the original name of the play, and the part is vastly to her liking. It is a full-blown character role, a throughly American - Italian mother, accent and all, who has considerable trouble rearing two boys. The boys are John Garfield and William Lundigan.

With "Tugboat Annie Sails Again" already marked as a hit before release date, it looks as though Marjorie Rambeau will have plenty to occupy her in Hollywood, whether she yearns for Broadway or not.

Star Recalls Lean Days

Brenda Marshal, who became a New York working girl in Warners' "East of the River," which opens today at the Strand, ruled against the script which had her paying $10 a week room rent. She never paid more than five when she was struggling along there, she insisted. So five it is.

USE AD COPY FOR TEASER CARDS

Use these blurbs from the ads to make teaser cards. Spot them in key points around town and you have a sure-fire attention getter. They'll catch the eye and sell the title. You can adapt this idea for a teaser giveaway too. Copy:

They come tough and reckless EAST OF THE RIVER

They come lovely and dangerous EAST OF THE RIVER

They come grand and wise EAST OF THE RIVER

They come big and thrilling EAST OF THE RIVER

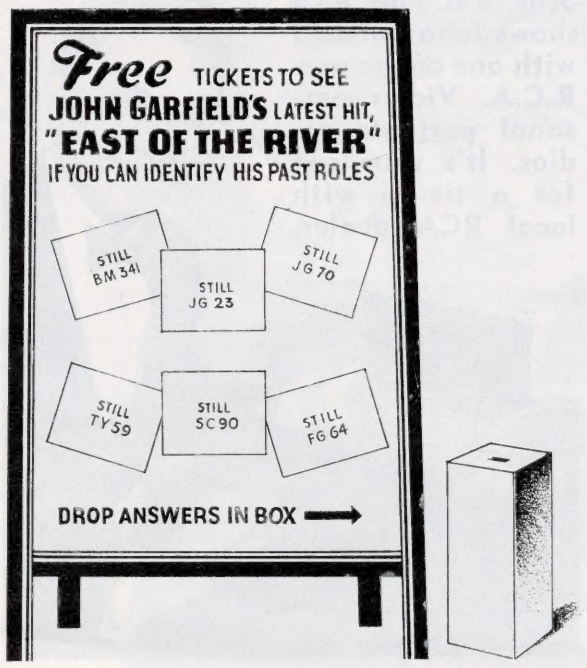
LOCAL COP MAKES FEATURE STORY

Find some local policeman who, from patroling a foreign section beat, has learned the language of that locality. It will make good material for your paper, and tied up right, swell publicity for your showing of the picture.

Spot Radio Flash Over Local Station

Hidden in the shadow of the towering skyscrapers lies the strange, jungle-like part of New York that's EAST OF THE RIVER . . . It's a brawling . . . seething . . . melting pot of action that strangers don't see . . . but it's the real New York. A million people packed into a square mile of twisting streets and dim lit hallways. It's the big town's district of darkness . . . where romance flourishes in the shadows and adventure lurks behind every door. Out of the dark clouds that conceal that past steps a ruthless but fascinating figure . . . his strange quest for vengeance leading him back to an appointment with destiny. This week the Strand presents EAST OF THE RIVER . . . starring John Garfield in the most unusual role of his career . . . with Brenda Marshall and Marjorie Rambeau. It's a drama packed story of New York's other side of the tracks.

Garfield Lobby Quiz On Past Hits



Post these stills of John Garfield taken from pictures he has appeared in previously on a board in your lobby or in front of your theatre. Patrons are asked to identify the picture from which each of the stills is taken, and tell what type role John Garfield played in that film. To a certain number each day you can award free tickets. You might station this display in some empty store or key spot around town and have the contestants drop their answers at your box office or in a special box spotted with the board.

Four Daughters	BM	341
Blackwell's Island	JG	23
They Made Me A Criminal	JG	70
Castle On The Hudson	TY	59
Saturday's Children	SC	90
Flowing Gold	FG	64

Order EAST OF THE RIVER Contest Stills from Campaign Plan Editor, Warner Bros., 321 West 44th Street, New York City. Set of six for 50c.

Use Contest Stills for 6-Day Street Quiz

These same stills give you the lead for a novel street bally-contest gag that can be used alone or in conjunction with the lobby display idea described above. Each day, for six days, one of your attendants costumed as John Garfield in his different roles covers the town. On the first day he would be dressed as Mickey Borden the piano playing hero of Four Daughters, on the second as another character portrayed by Garfield in another picture, and so on with a different character for each day. Public would name the picture and role for each costume. Five people naming the character correctly each day would receive free tickets to your showing. The characters and costumes can be seen on the stills selected above.

FIND TOWN'S MOST POPULAR WAITER

Elect the most popular waiter in your town. Patterning your search after the character portrayed by George Tobias in the picture find the local best liked waiter. Spot a ballot box in each of the restaurants around town with a card carrying information about the contest and a plug for your show. Get local merchant to sponsor a cup or award to be presented to the winner. See that it gets widespread publicity around town.

USHER AS GUIDE COVERS TOWN

One of your attendants covers the town wearing a large card in his hat reading "GUIDE to EAST OF THE RIVER." He hands out cards carrying your theatre plug on one side and directions to the theatre on the other.

Tie-Up Stills for Local Stores

Plant these tie-up stills with your local dealers for window and counter displays.

BRENDA MARSHALL:

Street Dress	BM	392
Hat	BM	379
Fur Jacket	BM	427
Luggage	BM	445
Sweater	BM	370
Sports Jacket	BM	346

JOHN GARFIELD:

Pipe	JG	26
Trenchcoat	JG	213
Eyeglasses	JG	191
Sports Jacket	JG	183
Necktie	JG	5
Jewelry	JG	202

Order EAST OF THE RIVER tie-up stills from, Campaign Plan Editor, Warner Bros., 321 West 44th St., N. Y. C. Set of twelve for $1.00.

NEWSPAPER QUIZ PLUGS TITLE

Plant this five-day title selling contest in your local paper and spot the answers in the classified section.

1. What newspaper editor made the remark, "Go West, young man, go West"? (Horace Greely)
2. Who was the British poet known for this quotation, "East is East and West is West and never the twain shall meet"? (Rudyard Kipling)
3. What recent song about the Border had the word South in its title? (South Of The Border)
4. What was the complete title of this popular song, —Of The Sun,—Of The Moon? (East Of The Sun, West Of The Moon)
5. What recent best seller by Kenneth Roberts was made into a picture? (Northwest Passage)
6. Who was the singing star of East Side Of Heaven? (Bing Crosby)
7. Who was the greatest of the explorers to sail West? (Columbus)
8. What modern explorer is now at the South Pole? (Admiral Byrd)
9. What famous song begins with the words, "East Side West Side"? (Sidewalks Of New York)
10. Which Warner Bros. picture coming to the Strand Theatre stars John Garfield and Brenda Marshall? (EAST OF THE RIVER)

SPOT THIS ARROW AROUND TOWN

Spot this arrow around town on lamp-posts, vacant stores and fences pointing the direction to your theatre.

ONE-SHOT CONTEST SELLS STARS

Plant this star quiz in your local paper or on the reverse side of your theatre herald. Award Annie Oakleys to those sending in the right answers.

1. What recent screen role as Ginger Roger's mother in the film version of a Broadway hit brought Marjorie Rambeau new laurels? (Primrose Path)
2. Who was the Sea Hawk's girl friend? (Brenda Marshall)
3. Name another picture in which she appeared. (Man Who Talked Too Much, or Money And The Woman)
4. In what picture did John Garfield first appear? (Four Daughters)
5. Name two others. (Flowing Gold, Blackwell's Island, Castle On The Hudson, They Made Me A Criminal, Saturday's Children)
6. What Broadway success by Clifford Odets brought John Garfield his screen contract? (Golden Boy)
7. Where was he born? (New York City)
8. Did he ever play the part of a Mexican? (Yes)
9. In what picture? (Juarez)
10. In his latest starring film are also Brenda Marshall and Marjorie Rambeau. What is its name? (EAST OF THE RIVER)

Garfield Still for RCA Dealer Tie-Up

Still J.G. Pub. A19 shows John Garfield with one of the new R.C.A. Victor personal portable radios. It's your cue for a tie-up with local RCA dealer.

BLOW UP AD FOR FLASHER DISPLAY

Blow-up ad mat 208 for lobby display. Copy in exclamation points is cut out and mounted on transparent paper background. Flashers in back light display.

TOUGH GUY CANDID CAMERA CONTEST

Candid camera quest for the toughest looking kid in your locality. Patrons send in shots of their candidates for the toughest looking moppet in town. Pix are posted in lobby. Prizes to winners.

Sell Local Italian Groups With These Lead Stunts

Contact Italian groups in town. Let them know that a leading character in the picture is a typical Italian mother. Have them elect the most typical mother of their race in the locality. Get newspaper mention.

Cueing from the film's important character of Mama Ravioli find some Italian woman in your locality who has distinguished herself as a lovable personality. Promote a human interest story about her in your local paper.

Run a contest on your women's page for the best ravioli recipe. Judges are well known hotel men and restaurant men of the locality, one of whom features winning recipe on his menu with picture plug. Winner rates a couple of free tickets for the picture.

Tie in with the restaurants in your locality and get them to feature ravioli on their menu, with an appropriate plug for your picture, during the run of the show at your theatre.

A ravioli eating contest is bound to go over if handled right. Run it as straight contest, gags will take care of themselves. Play it up big. Get some local restaurant to sponsor it and let the newspapers know.

FILM TITLE CUES LOBBY CONTEST

Use title as key and run a contest with patrons submitting lists of expressions and names along the same lines. For example: South Of The Border, West Of The Pecos, etc. Patrons who drop longest list in box spotted in lobby or some key spot around town win free tickets to your showing of the picture.

CONTESTANTS TELL TALL TALES

Tough tall story contest has a novel twist that corners interest and sells your picture. Entrees submit tough tall stories about themselves with the best tales winning free tickets to your showing. Choice of the lot will make good feature for your newspaper.

MARRIED COUPLES SEND IN PIX

Take a tip from ad mat 202 showing Brenda Marshall and William Lundigan in wedding scene, and invite recently wed localites to send in similar pix. Most attractive couple is awarded prize promoted from local merchant. Idea is good for woman's page feature or interesting lobby display.

9 x 12 Litho HERALD

We know you'll want to use this show-seller for package inserts, street giveaways and direct mail. Entire reverse side free for co-op imprint. Priced just right for quantity orders.

$2.25 per M for 5M and over — $2.50 per M for less than 5M

"SOMEBODY'S ALWAYS OUT TO GET YOU OR YOUR DAME ..EAST OF THE RIVER!"
JOHN GARFIELD
BRENDA MARSHALL
MARJORIE RAMBEAU
They were a smart team with a smart racket! Then it happened...just as it might to any boy and girl in that strange part of New York that's...
EAST OF THE RIVER
GEORGE TOBIAS WILLIAM LUNDIGAN
DIRECTED BY ALFRED E. GREEN
PRESENTED BY WARNER BROS.

PHOTOCHROME DISPLAY

New Warner Bros. lobby accessory combines photo enlargement with color. Displays are transparent and effective for shadow boxes.

Rental: 75¢ each

JOHN GARFIELD
BRENDA MARSHALL
MARJORIE RAMBEAU
"SOMEBODY'S ALWAYS OUT TO GET YOU OR YOUR DAME... EAST OF THE RIVER!"
EAST of the RIVER
GEORGE TOBIAS · WILLIAM LUNDIGAN
WARNER BROS.

2 COLORED 22 x 28's.....Rental: 20¢ each

SLIDE.....Price: 15¢

Flash this slide from your screen.

INSERT CARD Rental: 12¢ each

11 x 14, 8 x 10 JOHN GARFIELD FOTOS NOT ILLUSTRATED

11"x14" autographed color glos star portrait for lobbies and giveaways. Priced: 25 and over—20c each; 10 to 24—30c each; 1 to 9—35c each. Also available in 8"x10" size at 15c each.

8"x10" signed fan foto. Showmen know the exploitation value of these! Priced: 1,000 to 2,000—$4.40 per M. Lower prices for larger quantities.

COLORED 11 x 14's Set of Eight Rental: 35¢

ACCESSORIES POSTERS • WINDOW CARDS

24-SHEET (See Quantity Prices Below)

SPECIAL QUANTITY PRICES

24-SHEETS	
1 to 4	$2.40 each
5 to 9	2.25 each
10 to 24	2.00 each
25 and over	1.75 each
SIX-SHEETS	
25 to 49	80c each
50 to 99	70c each
100 and over	60c each
THREE-SHEETS	
50 to 99	32c each
100 and over	28c each
ONE-SHEETS	
50 to 99	11c each
100 and over	9c each

← **THREE SHEET Rental: 24¢ each**

SIX-SHEET . . . . . Rental: 48¢ each

ONE-SHEET . . Rental: 8¢

2 WINDOW CARDS

MIDGET CARD

Prices:

REGULAR CARD

100 and over	5½c each
50 to 99	6c each
1 to 49	7c each

MIDGET CARD

4c each

REGULAR CARD

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